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July 15, 1997

To: Dave Wilmesher

Subject: Local Performance Program / Winston "No Bull" Launch

Dear Dave,

Last week at the Region mid-year review meeting, I had all the DM's and RM's present their division's workplan for the Winston launch (*Aug. to Sept.*). A big part of all presentations tied into a local performance contest that would focus all Representatives on the important objectives throughout the reintroduction. I've enclosed a copy of the North Jersey Division's program which was quickly adopted by the other 6 divisions.

As you can see, the local performance program that he and John Klein put together was designed to work for not only the Sales and Territory Representatives, but also the Retail Representatives. At the same time they will be using a weekly news letter that will keep the complete group of Representatives updated on their progress.

We thought you would enjoy seeing some of the creative ways that the divisions are preparing for the big Winston reintroduction.

Sincerely,

Mark Young

cc: Greg Mitchell / John Klein

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"We work for smokers."